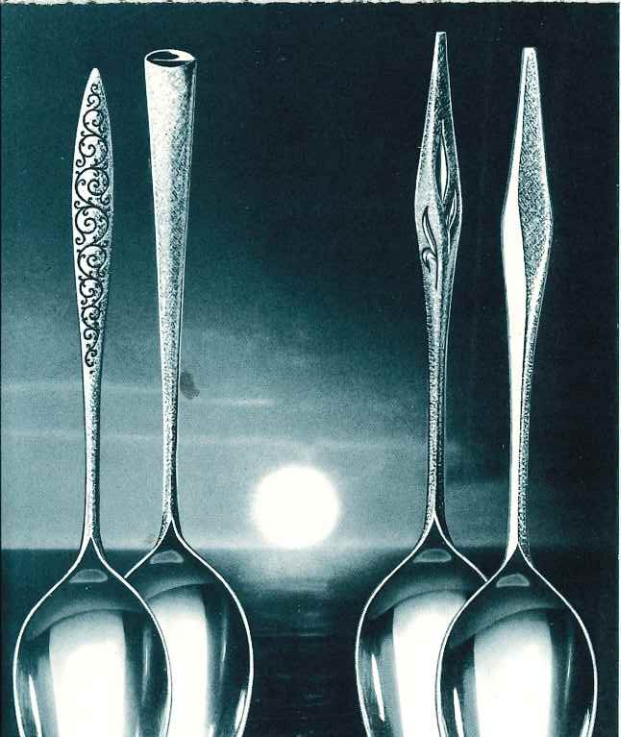
Shown: Grande Baroque® in "Third Dimension Beauty."

Patterns as different as girls are.



Spanish Lace Royal Satin Dawn Mist Evening Mist

FIRENZE® STERLING

Hand-Textured by WALLACE

Dazzling as dawn, glowing as sunset, the ancient art of the Florentines in modern sterling. Each piece is patiently, lovingly hand-textured by a 20th Century artisan to bring living art to your table—morning, noon and night.

Firenze (Fee-ren'tzay), city of Florence, Italy

Selecting Your Sterling

Is all sterling alike? How can you choose the best? By law, all sterling is equally pure in silver content. But there is a difference.

The value of the brand name begins on the drawing board. You are looking for the pattern you can live with happily ever after. From the wide selection of styles, find the design that is most beautiful to your eye.

Next, examine the execution of the design—the workmanship. Where others compromise, the fine handwork in a Wallace pattern is evident in the depth of design, the sharp detail, the beautiful clarity.

Now hold the silver in your hand—the knife, fork, teaspoon and other pieces, too. Be sure they are comfortable to handle, to use—satisfying in size, weight and balance.

Compare, and you will know the significance of the Wallace W on the back of every piece. With a heritage begun in 1835, it means the very finest. Yes, there is a difference in sterling. See for yourself.

Living with Sterling

Start with sterling, and you will never need any other flatware. There is no substitute. Sterling is unique in combining supreme beauty with complete utility to fulfill a double role few things can rival. And sterling is always in good taste, correct for the most casual dining, the accepted standard for formal entertaining.

Long after temporary necessities are obsolete or replaced, your sterling will be more beautiful than the day you picked your pattern. It is the practical luxury, and a tradition to pass on to your daughter, and her daughter.

Enjoy your sterling daily, and it asks only soap and water care with occasional polishing. Through the years it will develop the highly prized "patina," the mellowed effect of tiny lines gradually blended to a warmth that shows your sterling has been well used, because it is well loved. That is why we say, don't keep it locked up in a lonely drawer: Wallace Sterling grows more beautiful with use.

Front Side Back

THIRD DIMENSION BEAUTY STERLING

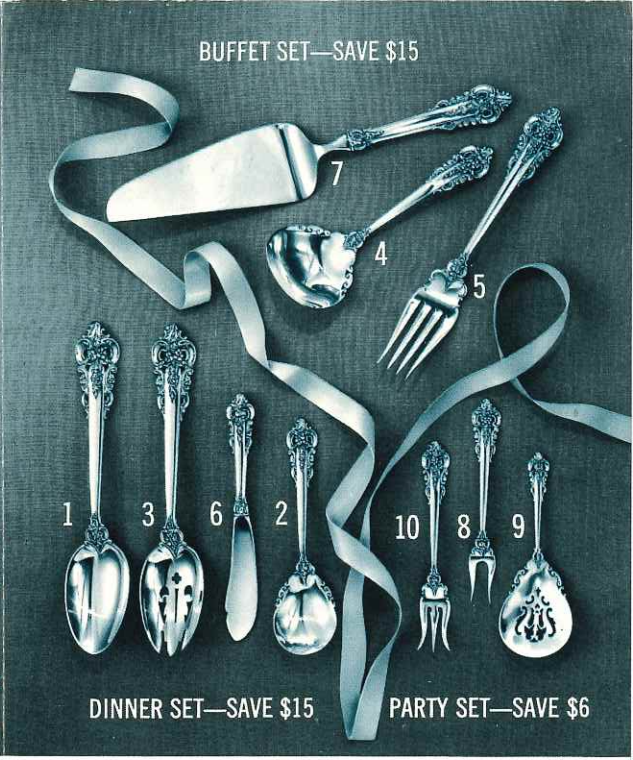
is sterling sculptured in the round. Flatware that is not flat, but full-formed. To appreciate its extra delights, turn a Wallace pattern in your hand and discover how beautiful it is from every angle. As your pleasure in it grows, how glad you will be that, at this decisive moment, you selected a Wallace pattern meant for you.

Choose Today Use Tonight

Whether you are a bride-to-be or an established homemaker, there's no need to wait and wish for your sterling. Let us help you select a service that suits the life you plan to lead. Then you can buy on our convenient payment plan.

BRIDES-TO-BE

Be sure to list your pattern choice and the pieces you want in our Bridal Registry Book. Place pieces and serving pieces are ideal wedding presents, and later on a lovely tradition on anniversaries, birthdays or other gift occasions.



LIMITED SPECIAL OFFER. SAVINGS ON SERVING PIECE ENSEMBLES ABOVE UNTIL MARCH 31, 1969.

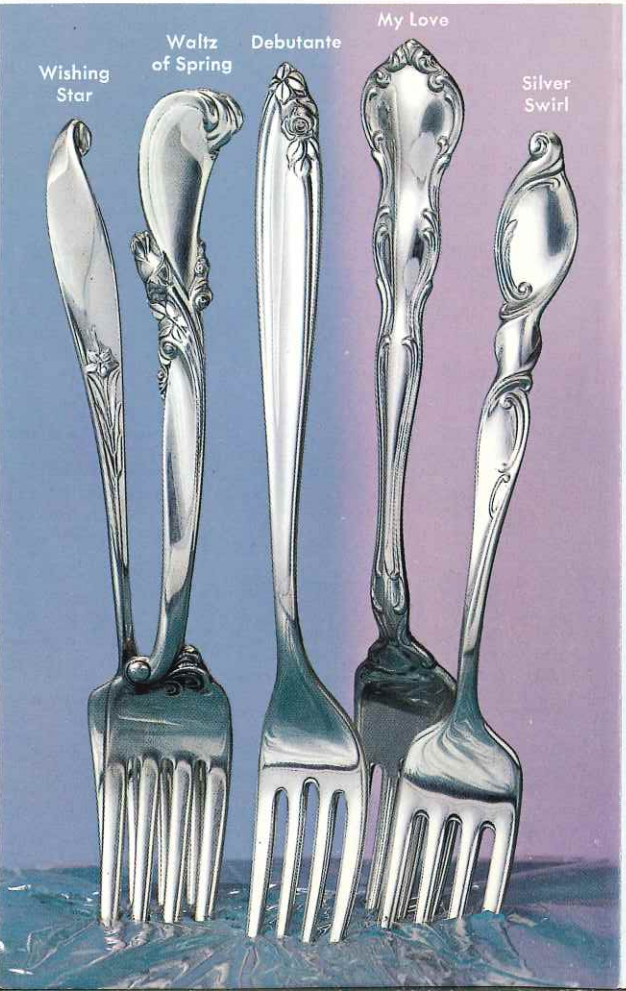
MOST WANTED SERVING PIECES

Order of Usual Acquisition and Suggested Uses

1. **Tablespoon**—vegetables, a la kings, berries
2. **Sugar Spoon**—bonbons, nuts, jams, sauces
3. **Pierced Tablespoon**—vegetables, stewed fruits, salads
4. **Gravy Ladle**—sauces, soup, punch, chafing dish
5. **Cold Meat/Buffet Fork**—sliced meats, cheese, tomatoes
6. **Butter Serving Knife**—cocktail dips and spreads
7. **Pie Server**—pastries, meat loaf, gelatin molds
8. **Olive/Pickle Fork**—garnishes, also a butter pick
9. **Bonbon Spoon**—nuts, jellies, marmalade, candy
10. **Lemon Fork**—cocktail cherries, onions

Remembrance Patterns . . . . . available quarterly

Still favorites of many, and available through our special ordering service. To start or add to these ever-popular patterns, your Wallace Dealer will gladly order the pieces you want and advise you of delivery dates. You pay no more for these fine designs than for comparable patterns in open stock.



	Silver Swirl Wishing Star	Debutante	My Love Waltz of Spring
PLACE SETTING PIECES			
Teaspoon	$10.00	$10.50	$11.50
Place Knife, HH	14.00	14.75	15.25
Place Fork	16.75	18.25	19.00
Place Knife (Large), HH	16.50[1]	.....	17.75[2]
Place Fork (Large)	22.75[1]	.....	25.00[2]
Salad or Pastry Fork	13.25	14.00	15.00
Place Spoon	.....	14.00	15.00[3]
Cream Soup Spoon	13.25	.....	15.00[2]
Spreader (Hostess Knife), HH	10.00	10.00	10.25
PLACE SETTINGS			
4-Pc. Setting●	54.00	57.50	60.75
5-Pc. Setting▲	67.25	71.50	75.75
6-Pc. Setting†	77.25	81.50	86.00
PLACE SETTINGS (Large)			
4-Pc. Setting●	62.50[1]	.....	69.25[2]
5-Pc. Setting▲	75.75[1]	.....	84.25[2]
6-Pc. Setting†	85.75[1]	.....	94.50[2]
OTHER PLACE PIECES			
Cocktail or Oyster Fork	10.75	11.00	11.00
Demitasse Spoon	7.25	7.75	7.75
Dessert or Oval Soup Spoon	17.50[1]	.....	19.25[2]
Hostess Knife (Spreader), HH	10.00	10.00	10.25
Iced Beverage Spoon	13.25	14.00	15.00
SERVING PIECES			
Butter Serving Knife, HH	15.00	15.00	15.00
Cold Meat or Buffet Fork	30.00	32.50	34.50
Cream or Sauce Ladle	17.25	19.00	19.25
Gravy Ladle	28.75	30.75	31.50
Olive, Pickle Fork, Butter Pick	10.75	11.00	11.50
Pie Server, Offset, HH	24.50	25.50	25.50
Sugar Spoon	15.75	16.75	17.75
Tablespoon	29.00	32.50	33.00
Tablespoon, Pierced	29.00	32.50	33.00

1 Available only in Silver Swirl 2 Available only in Waltz of Spring
3 Available only in My Love

● Teaspoon, Place Knife and Fork, Salad Fork.

▲ Teaspoon, Place Knife and Fork, Salad Fork, Cream Soup or Place or Iced Beverage Spoon.

† Teaspoon, Place Knife and Fork, Salad Fork, Cream Soup or Place or Iced Beverage Spoon, Spreader.

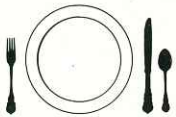
Wallace Sterling

patterns as different as girls are . . . . Which one is for you?

	Grand Colonial Meadow Rose Rose Point Shenandoah Stradivari	Michele Royal Rose Spanish Lace	Dawn Mist Evening Mist Royal Satin Sir Christopher	Grande Baroque	Romance of The Sea
PLACE SETTING PIECES					
Teaspoon	$10.00	$11.50	$11.75	$12.00	$13.25
Place Knife, HH	14.00	15.25	15.75	16.00	17.25
Place Fork	16.75	19.00	19.25	20.00	21.50
Place Knife (Large), HH	16.50	.....	18.50[10]	19.00	20.50
Place Fork (Large)	22.75	.....	26.25[10]	27.00	28.00
Salad or Pastry Fork	13.25	15.00	15.25	15.75	17.00
Place Spoon	13.25[4]	15.00	15.25[11]	.....	.....
Cream Soup Spoon	13.25[5]	.....	15.25[10]	15.75	17.00
Spreader, FH	10.00[1]	.....	.....	10.25	.....
Spreader (Hostess Knife), HH	10.00	10.25	10.25	10.25	10.50
Place Knife, PG	15.75[2]	.....	.....	.....	.....
Place Knife, (Large), PG	18.75[2]	.....	.....	.....	.....
PLACE SETTINGS					
3-Pc. Setting*	40.75	45.75	46.75	48.00	52.00
4-Pc. Setting●	54.00	60.75	62.00	63.75	69.00
5-Pc. Setting▲	67.25	75.75	77.25	79.50	86.00
6-Pc. Setting†	77.25	86.00	87.50	89.75	96.50
4-Pc. Setting (PG Knife)●	55.75[2]	.....	.....	.....	.....
5-Pc. Setting (PG Knife)▲	69.00[2]	.....	.....	.....	.....
6-Pc. Setting (PG Knife)†	79.00[2]	.....	.....	.....	.....
PLACE SETTINGS (Large)					
4-Pc. Setting●	62.50	.....	71.75[10]	73.75	78.75
5-Pc. Setting▲	75.75	.....	87.00[10]	89.50	95.75
6-Pc. Setting†	85.75	.....	97.25[10]	99.75	106.25
4-Pc. Setting (PG Knife)●	64.75[2]	.....	.....	.....	.....
5-Pc. Setting (PG Knife)▲	78.00[2]	.....	.....	.....	.....
6-Pc. Setting (PG Knife)†	88.00[2]	.....	.....	.....	.....

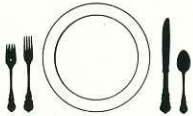
SYMBOLS FOR KNIFE HANDLES: HH—Hollow Handle FH—Flat Handle PG—Pistol Grip

*3-PIECE PLACE SETTING



*Teaspoon, Place Knife and Fork

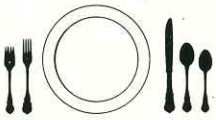
● 4-PIECE PLACE SETTING



●Teaspoon, Place Knife and Fork, Salad Fork

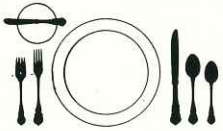
	Grand Colonial Meadow Rose Rose Point Shenandoah Stradivari	Michele Royal Rose Spanish Lace	Dawn Mist Evening Mist Royal Satin Sir Christopher	Grande Baroque	Romance of The Sea
OTHER PLACE PIECES					
Bouillon Spoon	.....	.....	.....	$15.00	.....
Cocktail or Oyster Fork	$10.75	$11.00	$11.25	12.00	$13.00
Demitasse Spoon	7.25	7.75	7.75	7.75	7.75
Dessert or Oval Soup Spoon	17.50[5]	.....	19.75[10]	21.00	21.00
Fish Fork, Ind., HH	19.00[1]	.....	19.50[10]	19.75	20.50
Fish Knife, Ind., HH	19.00[1]	.....	19.50[10]	19.75	20.50
Fruit Knife, HH	13.25[6]	.....	13.75[10]	14.00	14.00
Grapefruit or Melon Spoon	15.00[3]	.....	16.75[10]	17.25	.....
Hostess Knife (Spreader), HH	10.00	10.25	10.25	10.25	10.50
Ice Cream Fork	12.75[7]	.....	14.75[10]	15.50	.....
Iced Beverage Spoon	13.25	15.00	15.25	15.75	17.00
Salt Spoon, Ind.	4.25[1]	4.25[8]	4.25[9]	4.25	4.25
Sherbet Spoon	10.00[3]	.....	.....	.....	.....
Soup Spoon, Round Bowl	19.75[3]	.....	22.00[10]	23.25	.....
Steak Knife, Ind., HH	17.75[5]	18.50[8]	19.00[9]	19.50	19.50
Tea Knife, HH	12.50[5]	.....	12.50[10]	12.75	12.75
Teaspoon, Small	9.25[5]	.....	10.75[10]	11.00	12.75
JUVENILE					
Infant Feeding Spoon	10.00[5]	10.75[8]	10.75[12]	10.75	.....
Baby Set, 2-Pc. in Box	15.50[5]	17.50[8]	18.50[9]	19.00	.....
Baby Fork	7.75[5]	8.75[8]	9.25[9]	9.50	.....
Baby Spoon	7.75[5]	8.75[8]	9.25[9]	9.50	.....
Child's Set, 3-Pc.	34.25[5]	.....	36.50[10]	37.75	40.00
Child's Fork	12.50[5]	.....	13.25[10]	14.00	14.50
Child's Knife, HH	12.50[5]	.....	12.50[10]	12.75	12.75
Child's Spoon	9.25[5]	.....	10.75[10]	11.00	12.75
SETS					
16-pc. Service for 4●	216.00	243.00	248.00	255.00	276.00
32-pc. Service for 8●	432.00	486.00	496.00	510.00	552.00
40-pc. Service for 8▲	538.00	606.00	618.00	636.00	688.00
48-pc. Service for 8†	618.00	688.00	700.00	718.00	772.00
60-pc. Service for 12▲	807.00	909.00	927.00	954.00	1032.00
72-pc. Service for 12†	927.00	1032.00	1050.00	1077.00	1158.00

▲ 5-PIECE PLACE SETTING



▲Teaspoon, Place Knife and Fork, Salad Fork, Cream Soup or Place or Iced Beverage Spoon

† 6-PIECE PLACE SETTING



†Teaspoon, Place Knife and Fork, Salad Fork, Cream Soup or Place or Iced Beverage Spoon, Spreader

	Grand Colonial Meadow Rose Rose Point Shenandoah Stradivari	Michele Royal Rose Spanish Lace	Dawn Mist Evening Mist Royal Satin Sir Christopher	Grande Baroque	Romance of The Sea
SERVING PIECES					
Berry or Casserole Spoon	$45.75[5]	$48.50[8]	$49.75[9]	$51.75	$57.50
Bonbon or Nut Spoon	14.50	15.75	16.25	16.25	17.25
Butter Serving Knife, HH	15.00	15.00	15.75	15.75	15.75
Cake Breaker, HH	21.75[5]	21.75[8]	22.50[9]	23.00	23.00
Cake Knife, 13", HH	26.50	27.00	27.50[9]	28.75	28.75
Cheese Serving Knife, HH	14.75	14.75	15.50[9]	15.75	15.75
Cold Meat or Buffet Fork	30.00	34.50	39.00	41.00	45.75
Cream or Sauce Ladle	17.25	19.25	19.25	19.50	19.75
Flat Server	34.75[5]	39.75[8]	42.00[9]	44.50	44.50
Gravy Ladle	28.75	31.50	36.00	39.00	39.00
Jam Spoon	10.00[3]	.....	.....	.....	.....
Jelly Server	16.00[7]	17.25[8]	17.50[9]	17.50	.....
Lemon Fork	10.75	11.50	12.00	12.75	14.75
Olive/Pickle Fork, Butter Pick	10.75	11.50	12.00	12.75	14.75
Pie Server, Offset, HH	24.50	25.50	26.50	27.50	27.50
Salad or Serving Fork	45.75[5]	48.50[8]	49.75[9]	51.75	57.50
Salad or Serving Spoon	45.75[5]	48.50[8]	49.75[9]	51.75	57.50
Salad Set, Black Plastic, HH	32.50	34.00	36.50	37.50	37.50
Sugar Spoon	15.75	17.75	18.75	19.50	20.50
Sugar Tongs	18.50[5]	.....	18.50[10]	18.50	18.50
Tablespoon	29.00	33.00	36.00	36.00	37.50
Tablespoon, Pierced	29.00	33.00	36.00	36.00	37.50
Wedding Cake Knife, 17", HH	34.00[1]	34.50[8]	35.00[9]	35.00	35.00
CARVING SETS					
Roast Set, 2-Pc., w/Hone	79.50[5]	82.00[8]	84.50[9]	87.50	87.50
Steak Set, 2-Pc., w/Guard	45.50	48.50	50.00	51.50	54.00
Steak Set, 2-Pc. (Pistol Grip)	48.50[2]	.....	.....	.....	.....
SPECIALTIES					
Bottle Opener, HH	15.00[5]	.....	15.00[10]	15.00	15.00
Letter Opener, HH	15.00[1]	.....	15.00[10]	15.00	15.00
Spoon Pin	4.50[1]	4.50[8]	4.50[9]	4.50	4.50

FOOTNOTES:
1 Not available in Meadow Rose or Shenandoah
2 Available only in Grand Colonial
3 Available only in Rose Point
4 Available only in Shenandoah
5 Not available in Shenandoah
6 Available only in Rose Point and Stradivari
7 Available only in Grand Colonial and Rose Point
8 Available only in Royal Rose
9 Not available in Royal Satin
10 Available only in Sir Christopher
11 Not available in Sir Christopher
12 Available only in Dawn Mist and Evening Mist

Suggested Retail Prices effective January 1, 1969

subject to change without notice. All prices plus applicable tax.

WALLACE SILVERSMITHS

Wallingford, Connecticut 06492

NOW—BUY WALLACE BY THE SET AND

PLACE SETTINGS

Save $30 on 4 Four-Piece Place Settings

Save $65 on 8 Four-Piece Place Settings

Save $100 on 12 Four-Piece Place Settings

Four-Pc. Place Setting:
Teaspoon, Knife, Fork, Salad/Pastry Fork

These special savings in effect through March 31, 1969.
Offer does not apply to Remembrance Patterns.
All prices subject to change without notice.

WALLACE SILVERSMITHS

Wallingford, Connecticut 06492

JAN. 1, 1969

Crystal Plaza Jewelers

2039 CRYSTAL PLAZA DRIVE
ARLINGTON, VIRGINIA 22202

Printed in U.S.A.

1/1/69